

After Show Report

StudyExpo
Face to Face
Study Abroad Fair

24-25 February 2024 Istanbul
27 February 2024 Izmir

StudyExpo[®]

studyexpo.com



Factsheet

In spring 2024 term, we have re-added Izmir event to our itinerary after the covid break, increased the number of our exhibitors and broken our visitor number record in all destinations

StudyExpo Face to Face Study Abroad Fair attended by English Language course providers, English Summer Schools providers, Higher Education Providers, Secondary Education Providers etc.

2024

41
exhibitors



Number of
Visitors for
Each Fair Day

Total
4168
visitors



ISTANBUL EUROPE

1630

February 24
at Hilton Istanbul Bosphorus

IZMIR

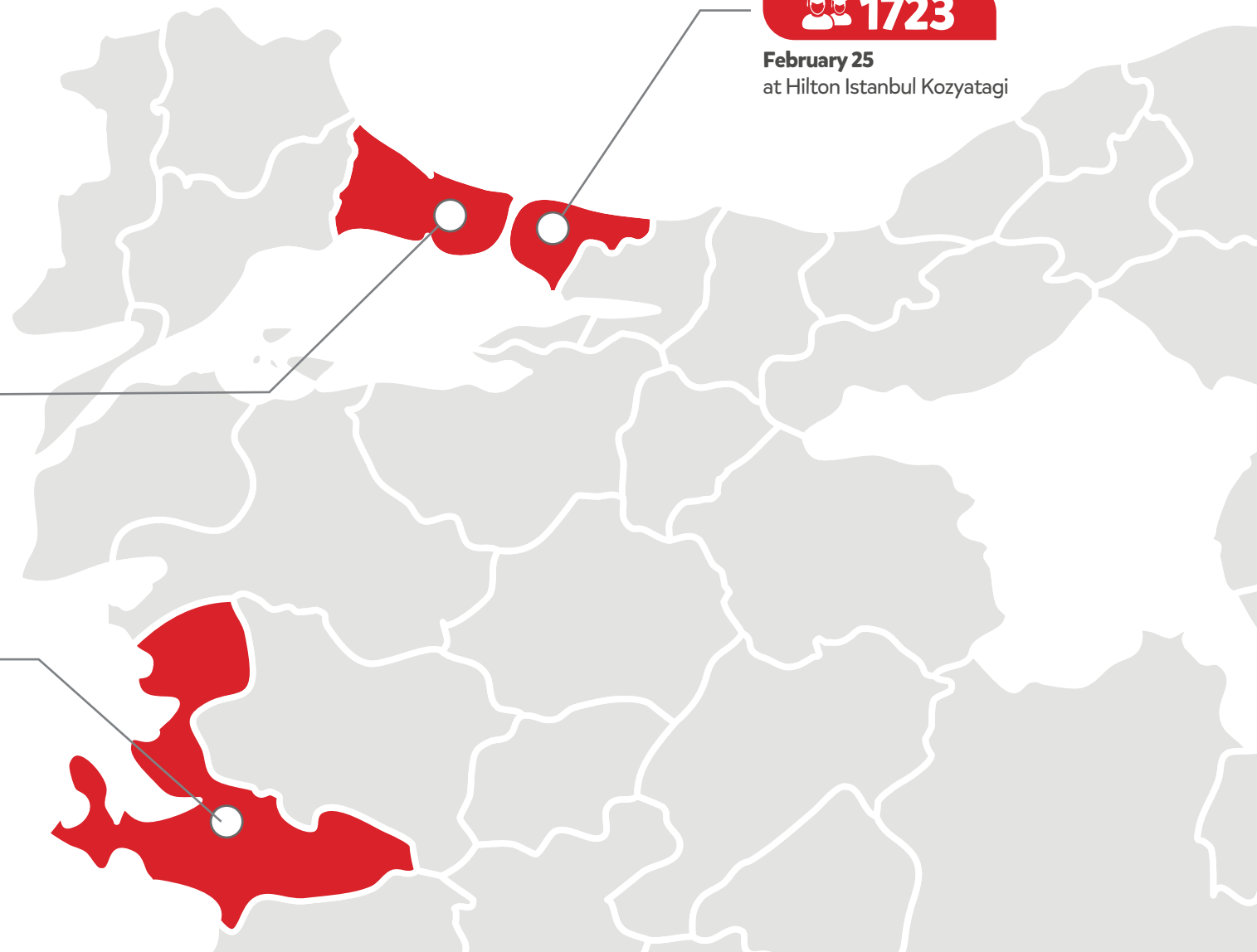
815

February 27
at Ege Palas Business Hotel

ISTANBUL ASIA

1723

February 25
at Hilton Istanbul Kozyatagi



Marketing Activities



- Ads on social media including instagram, facebook and youtube
- Websites in Turkish and in **English** detailing fair schedule, locations and other important information regarding the fair
- Our sponsor Londonist DMC have announced and advertised our fairs on their social media accounts.
- Text and visual based ads with **Google Adwords**
- Performance marketing on online ad networks



Numerous forms of mass **communication**



SMS messages to **students**



Emailing to student and school databases



Social media posts of the 4 organising agencies and other institutions that support the fair



Ads on Social Media

Fair Set-Up

📍 A unique banner design has been used at our events. Artworks provided by exhibitors has been adjusted and printed during the event.



📍 We have used these artworks at the Hilton Istanbul Bosphorus and Hilton Istanbul Kozyatagi



After-Fair Dinners for Exhibitors

After fair dinners were organized for our exhibitors in Istanbul and in Izmir with beautiful Bosphorus and Izmir views.



Exhibitors



Exhibitors who attended StudyExpo Study Abroad Fair, Spring 2024

- 1 Baku Higher Oil School
- 2 Bayswater
- 3 Berlitz Dublin & Manchester
- 4 British Council IELTS
- 5 Campus France Türkiye Fransa Büyükelçiliği
- 6 Canadian College
- 7 Cats Global Schools & Stafford House International
- 8 Centre of English Studies
- 9 DAAD
- 10 EC English
- 11 EF International Language Campuses
- 12 EKC Homestay Corporation
- 13 Embassy of Ireland
- 14 English Path & GBS
- 15 ES English
- 16 Foothill + De Anza Colleges
- 17 French in Normandy
- 18 Good Hope Studies
- 19 Green River College
- 20 GUS Canada Colleges
- 21 ILAC
- 22 ILSC-ELS
- 23 International School of Management (ISM) Germany
- 24 Jönköping University
- 25 Kaplan International Languages
- 26 Kaplan International Pathways
- 27 Kings Education
- 28 Kyoshin Language Academy
- 29 Lambton College
- 30 Lexis College
- 31 LSI Education
- 32 Oxford International Education Group
- 33 Sheridan College
- 34 St Giles International
- 35 The Horner School of English
- 36 Twin Group
- 37 United States Consulate General
- 38 Upper Canada International
- 39 Webster University
- 40 Wittenborg University of Applied Sciences
- 41 Londonist DMC



Our Sponsors

londonist
DMC

Photos

We would like to express our sincere thanks to our exhibitors and our sponsor Londonist. Hope to see you at the next fairs !



We would like to thank
all of our **exhibitors** and
sponsors.

Hope to see you again.

StudyExpo[®]

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